



U.S. Army 2005 MWR Leisure Needs Survey Results

Area I - Uijongbu West Korea

BRIEFING OUTLINE

Area I - Uijongbu West

▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

▮ **SURVEY RESULTS**

- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

▮ **NEXT STEPS**

PROJECT OVERVIEW

Area I - Uijongbu West

MWR STRATEGIC BUSINESS PLANNING MODEL



METHODOLOGY

Area I - Uijongbu West

▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 1,143 surveys were distributed at Area I - Uijongbu West



▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

METHODOLOGY

Area I - Uijongbu West

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

Area I - Uijongbu West

□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Area I - Uijongbu West:					
Active Duty	1,028	1,047	60	5.73%	±12.28%
Spouses of Active Duty	N/A	N/A	N/A	N/A	N/A
Civilian Employees	130	96	14	14.58%	±24.74%
Retirees	N/A	N/A	N/A	N/A	N/A
Total	1,158	1,143	74	6.47%	±11.02%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

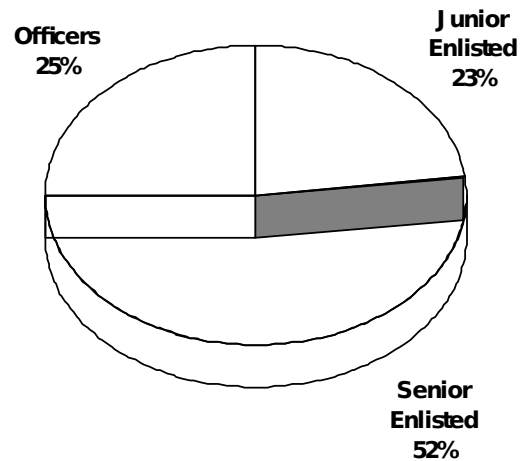
PATRON SAMPLE*

Area I - Uijongbu West

RESPONDENT POPULATION SEGMENTS

ACTIVE DUTY

(n = 56)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

Area I - Uijongbu West

▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT AREA I - UIJONGBU WEST

Area I - Uijongbu West

MOST FREQUENTLY USED FACILITIES

Bowling Center	55%
Bowling Food & Beverage	53%
Athletic Fields	46%
Post Picnic Area	40%
Golf Course Food & Beverage	34%

LEAST FREQUENTLY USED FACILITIES

Bowling Pro Shop	10%
Golf Course Pro Shop	17%
BOSS	21%
ITR - Commercial Travel Agency	22%
Golf Course	22%

MWR PROGRAMS & FACILITIES: SATISFACTION AT AREA I - UIJONGBU WEST*

Area I - Uijongbu West

FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Golf Course	4.14
Bowling Center	4.03
Bowling Pro Shop	4.00
Golf Course Food & Beverage	3.92
Bowling Food & Beverage	3.73

FACILITIES WITH LOWEST SATISFACTION RATINGS*

Athletic Fields	3.18
Multipurpose Sports/Tennis Courts	3.20
ITR - Commercial Travel Agency	3.24
BOSS	3.37
Golf Course Pro Shop	3.48

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT AREA I - UIJONGBU WEST*

Area I - Uijongbu West

FACILITIES WITH HIGHEST QUALITY RATINGS*

Bowling Center	3.86
Bowling Pro Shop	3.78
Golf Course Food & Beverage	3.74
Golf Course	3.72
ITR - Commercial Travel Agency	3.65

FACILITIES WITH LOWEST QUALITY RATINGS*

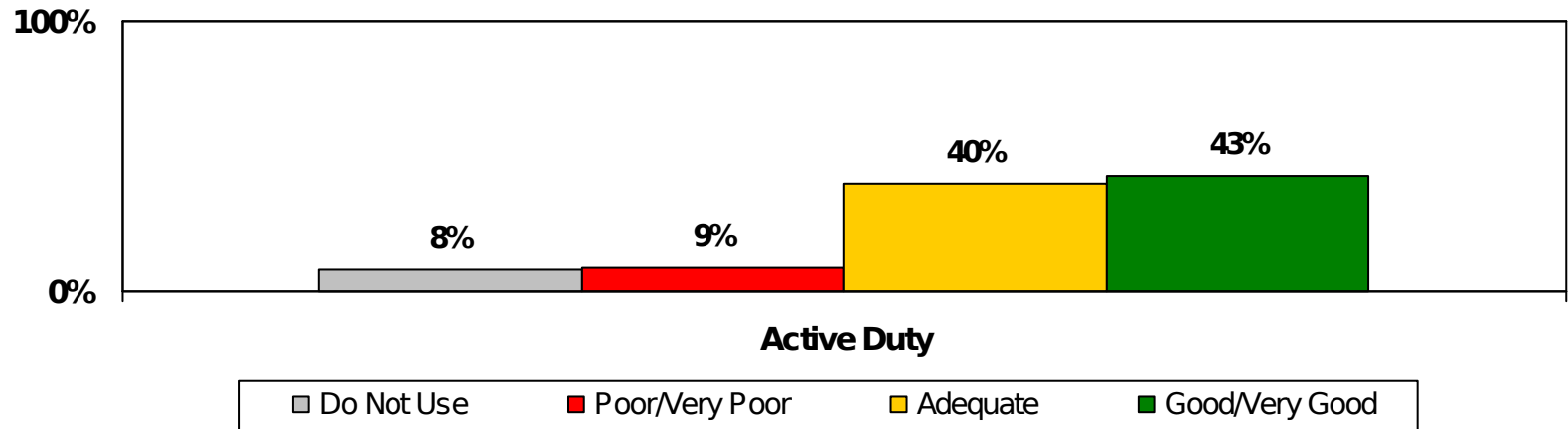
Multipurpose Sports/Tennis Courts	3.02
Athletic Fields	3.17
Golf Course Pro Shop	3.42
BOSS	3.43
Post Picnic Area	3.43

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

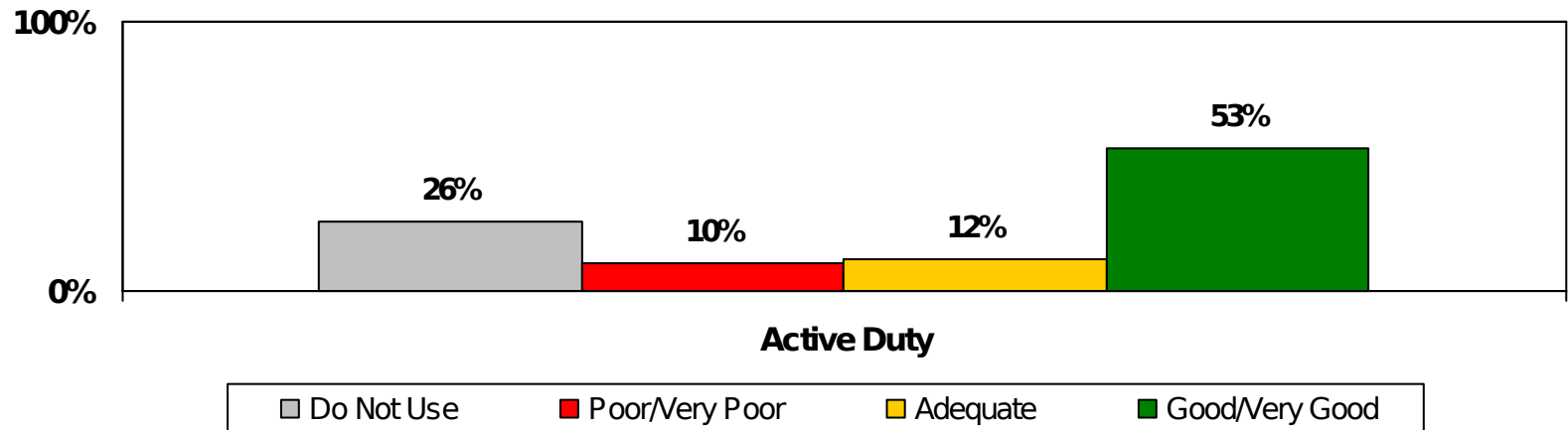
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

Area I - Uijongbu West

Quality of On-Post Services



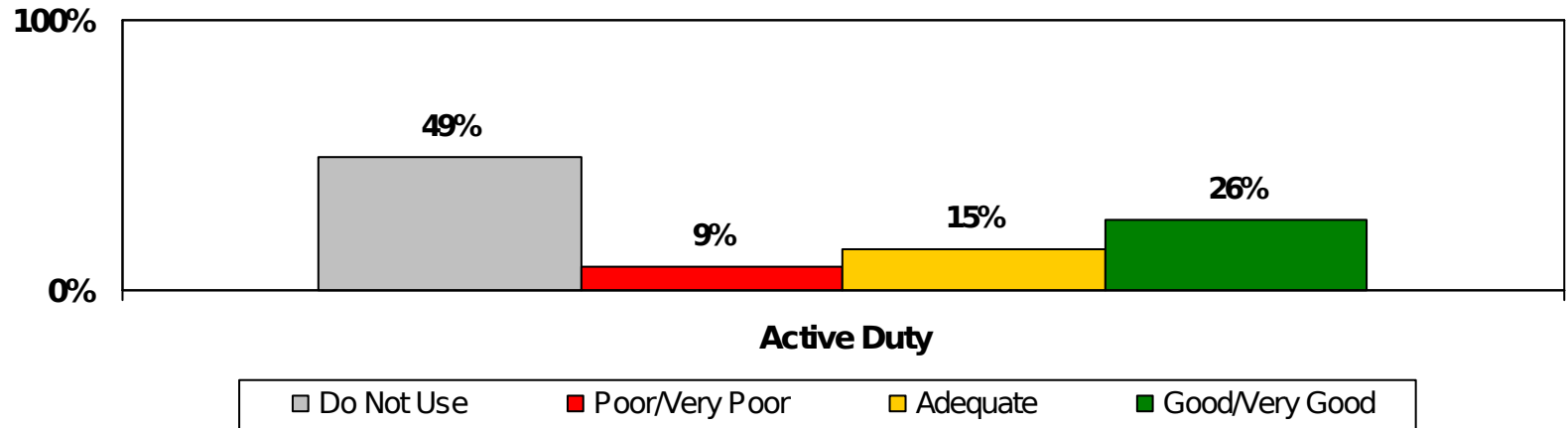
Quality of Off-Post Services



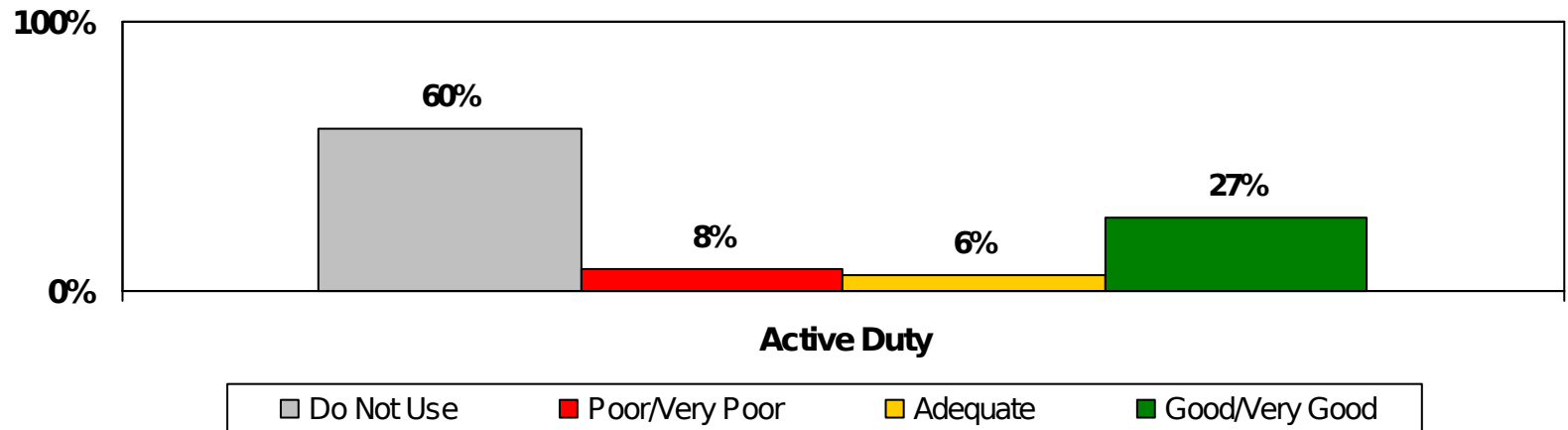
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

Area I - Uijongbu West

Quality of On-Post Services



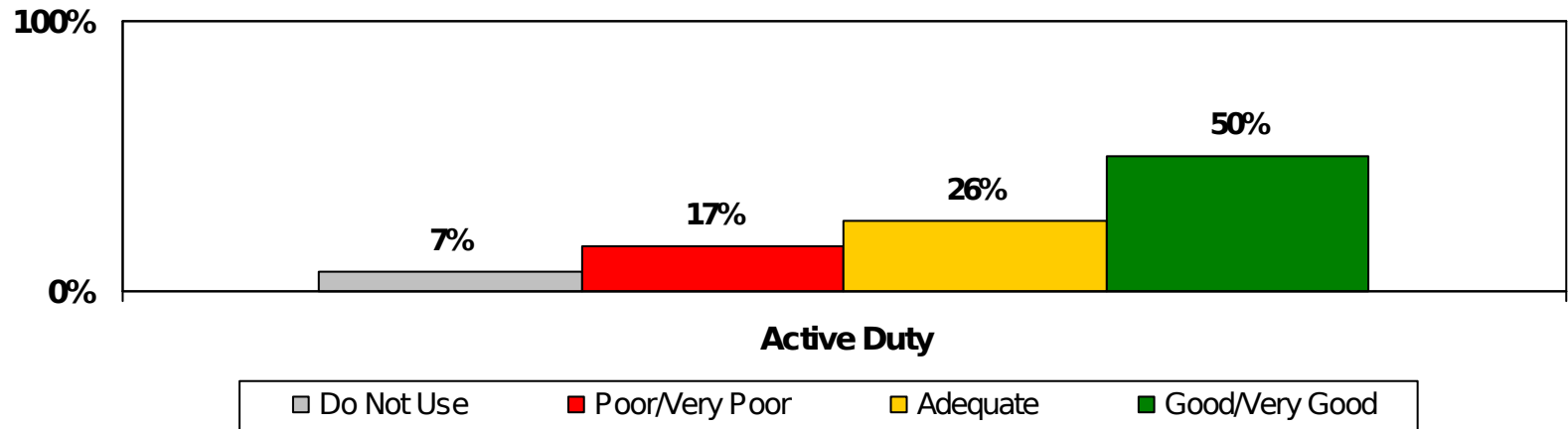
Quality of Off-Post Services



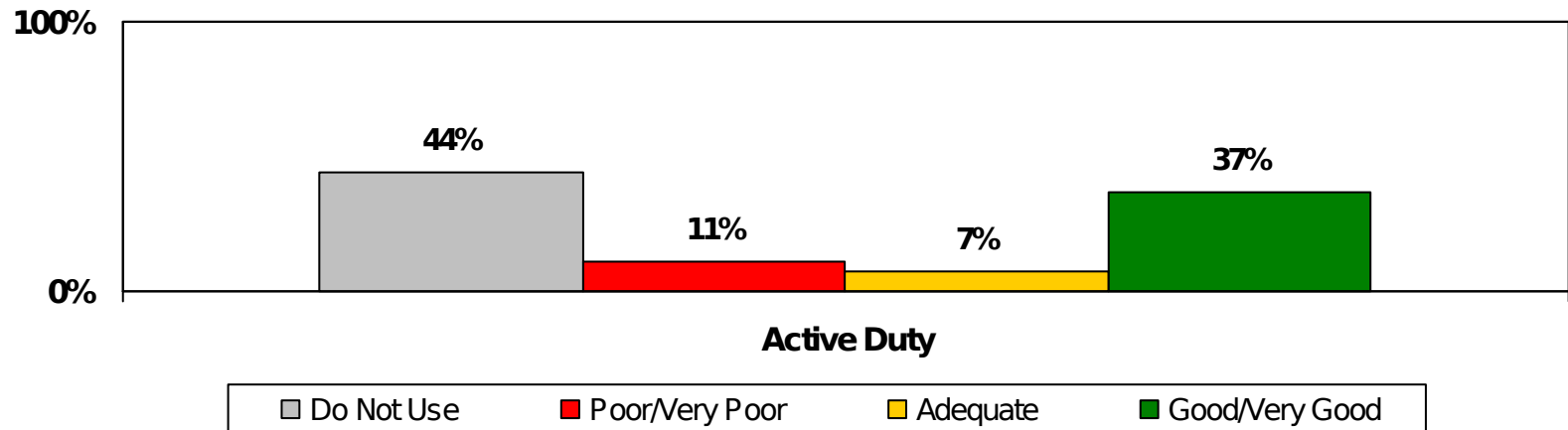
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

Area I - Uijongbu West

Quality of On-Post Services

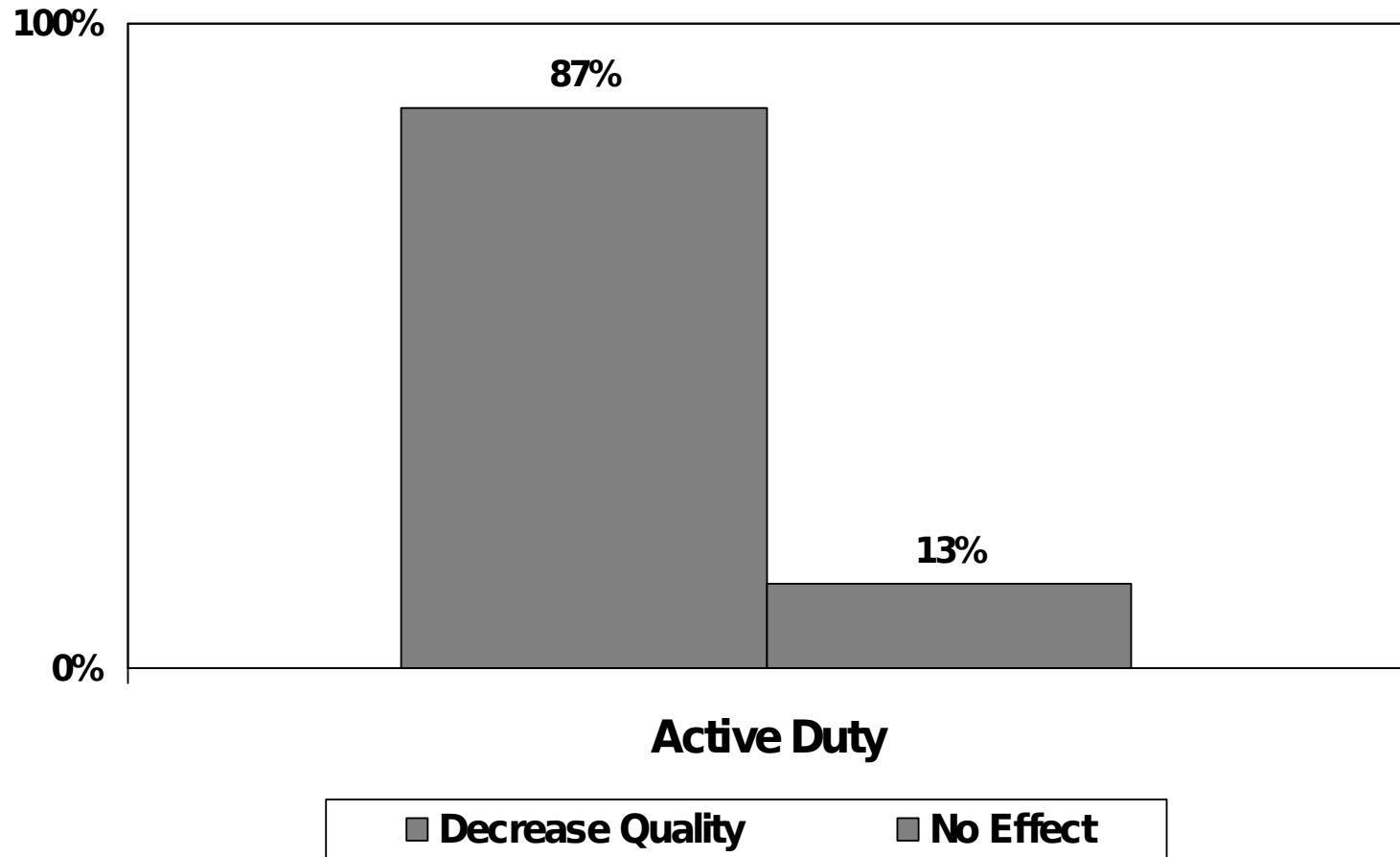


Quality of Off-Post Services



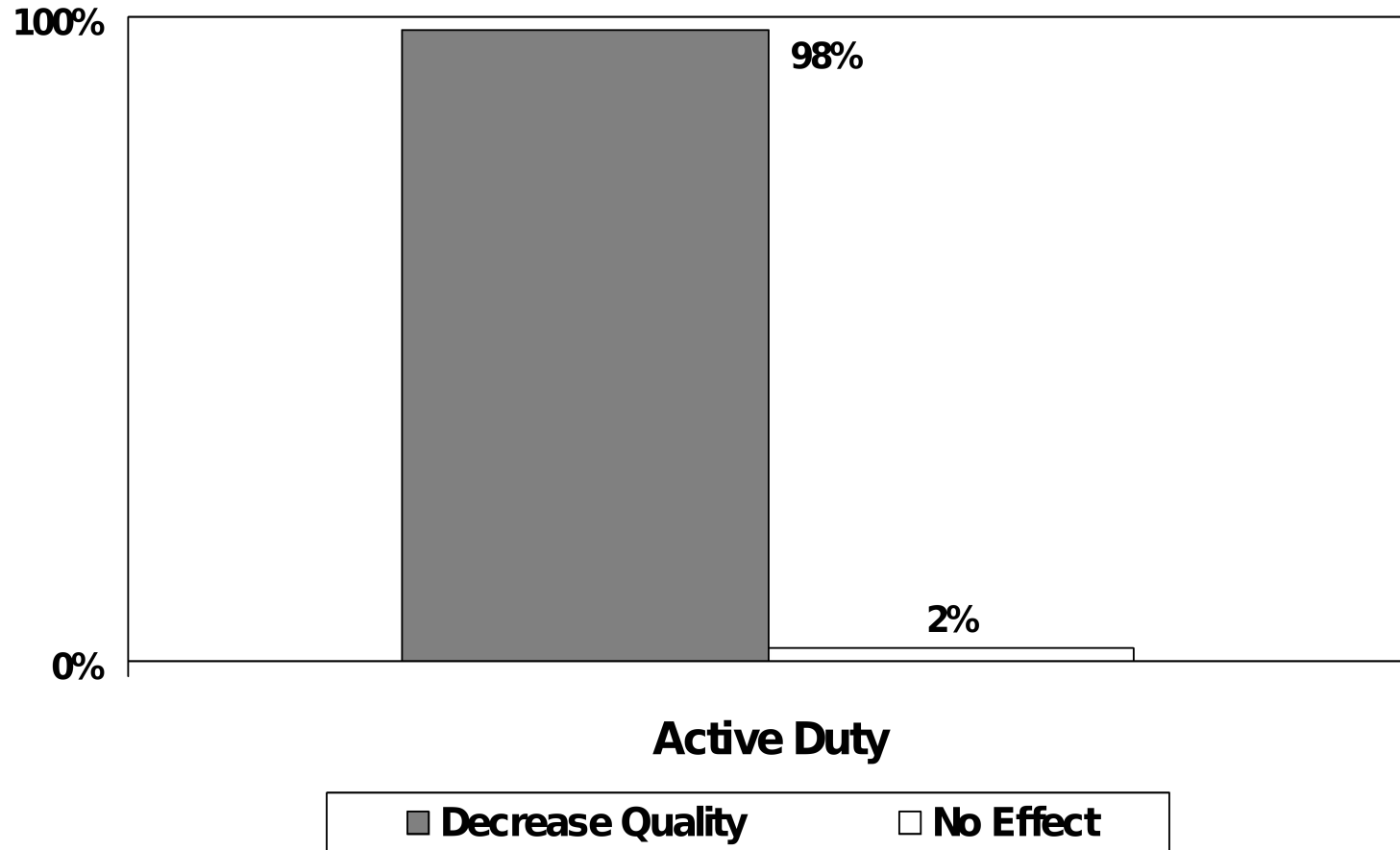
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

Area I - Uijongbu West



MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

Area I - Uijongbu West



MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

Area I - Uijongbu West

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Fitness Center/Gymnasium	87%
Army Lodging	63%
Library	61%
Recreation/Community Activity Center	57%
Athletic Fields	55%
Clubs	54%
Swimming Pool	51%

RV Park	83%
Car Wash	64%
Arts & Crafts Center	63%
Automotive Skills	51%
Golf Course Pro Shop	48%
Golf Course	48%
Cabins & Campgrounds	47%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

Area I - Uijongbu West

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	TOTAL
Internet	15%	14%
E-mail	22%	24%
Friends and neighbors	36%	36%
Family Readiness Groups (FRGs)	0%	0%
Bulletin boards on post	38%	39%
Post newspaper	35%	37%
MWR publications	51%	50%
Radio	35%	36%
Television	16%	19%
My child(ren) let(s) me know	2%	2%
Other unit members or co-workers	38%	34%
Unit or post commander or supervisor	22%	19%
Marquees/billboards	29%	33%
Flyers	53%	51%
Other	4%	4%
I never hear anything	0%	0%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

Area I - Uijongbu West

MWR PROGRAM/SERVICE	ACTIVE DUTY
Army Child and Youth Services	83%
Better Opportunities for Single Soldiers	50%
Army Community Service	52%
MWR Programs and Services	77%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

Area I - Uijongbu West

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	39%	100%	0%
Outreach programs	37%	100%	0%
Family Readiness Groups	49%	100%	0%
Relocation Readiness Program	44%	100%	0%
Family Advocacy Program	47%	100%	0%
Crisis intervention	35%	83%	17%
Money management classes, budgeting assistance	47%	89%	11%
Financial counseling, including tax assistance	47%	100%	0%
Consumer information	23%	100%	0%
Employment Readiness Program	21%	100%	0%
Foster child care	12%	100%	0%
Exceptional Family Member Program	32%	100%	0%
Army Family Team Building	33%	100%	0%
Army Family Action Plan	30%	100%	0%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY

Area I - Uijongbu West

POSITIVE* ACS IMPACTS	ACTIVE DUTY
Satisfaction with my job	41%
Personal job performance/readiness	44%
Unit cohesion and teamwork	42%
Unit readiness	44%
Relationship with my spouse	31%
Relationship with my children	21%
My family's adjustment to Army life	38%
Family preparedness for deployments	27%
Ability to manage my finances	20%
Feeling that I am part of the military community	39%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY

Area I - Uijongbu West

POSITIVE* CYS IMPACTS	ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	80%
Helps minimize lost duty/work time due to lack of child care/youth services	80%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	40%
Allows me to work outside my home	40%
Allows me to work at home	50%
Offers me an employment opportunity within the CYS program	50%
Allows me/my spouse to better concentrate on my/our job(s)	40%
Provides positive growth and development opportunities for my children	60%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

POSITIVE IMPACTS ON ACTIVE DUTY

Area I - Uijongbu West

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	53%
Personal job performance/readiness	53%
Unit cohesion and teamwork	47%
Unit readiness	41%
Ability to manage my finances	40%
Feeling that I am part of the military community	47%
Relationship with my children (single parents)	29%
My family's adjustment to Army life (single parents)	38%
Family preparedness for deployments (single parents)	29%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

Area I - Uijongbu West

Top 10 Leisure Activities for All Respondents

Night clubs/lounges	63%
Reading	51%
Happy hour/social hour	48%
Internet access/applications (home)	48%
Internet access (library)	46%
Entertaining guests at home	45%
Dancing	42%
Reference/research services	41%
Camping/hiking/backpacking	36%
Study/self development	35%

Top 5 for Active Duty

Night clubs/lounges	66%
Internet access/applications (home)	49%
Reading	48%
Happy hour/social hour	47%
Internet access (library)	46%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

Area I - Uijongbu West

Team Sports

Basketball	21%
Softball	21%
Self-directed sports tournaments	18%
Touch/flag football	16%
Volleyball	16%

Outdoor Recreation

Camping/hiking/backpacking	36%
Bicycle riding/mountain biking	30%
Going to beaches/lakes	24%
Picnicking	20%
Rock climbing/mountain climbing	18%

Social

Night clubs/lounges	63%
Happy hour/social hour	48%
Entertaining guests at home	45%
Dancing	42%
Specially arranged shopping trips	30%

Sports and Fitness

Group exercise classes	23%
Racquetball	22%
Running/jogging	18%
Cardiovascular equipment	16%
Weight/strength training	15%

Entertainment

Attending sports events	32%
Billiards/game room/video arcades	26%
Watching TV, videotapes, DVDs	23%
Going to movie theaters	15%
Festivals/events	14%

Special Interests

Internet access/applications (home)	48%
Digital photography	22%
Computer games	17%
Participating in music/theater	16%
Picture framing	10%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

Area I - Uijongbu West

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Reading	51%	N/A	51%
Internet access (library)	46%	N/A	46%
Reference/research services	41%	N/A	41%
Study/self development	35%	N/A	35%
Multi-media (videos, DVDs, CDs)	31%	17%	35%
Happy hour/social hour	28%	4%	48%
Attending sports events	26%	37%	32%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

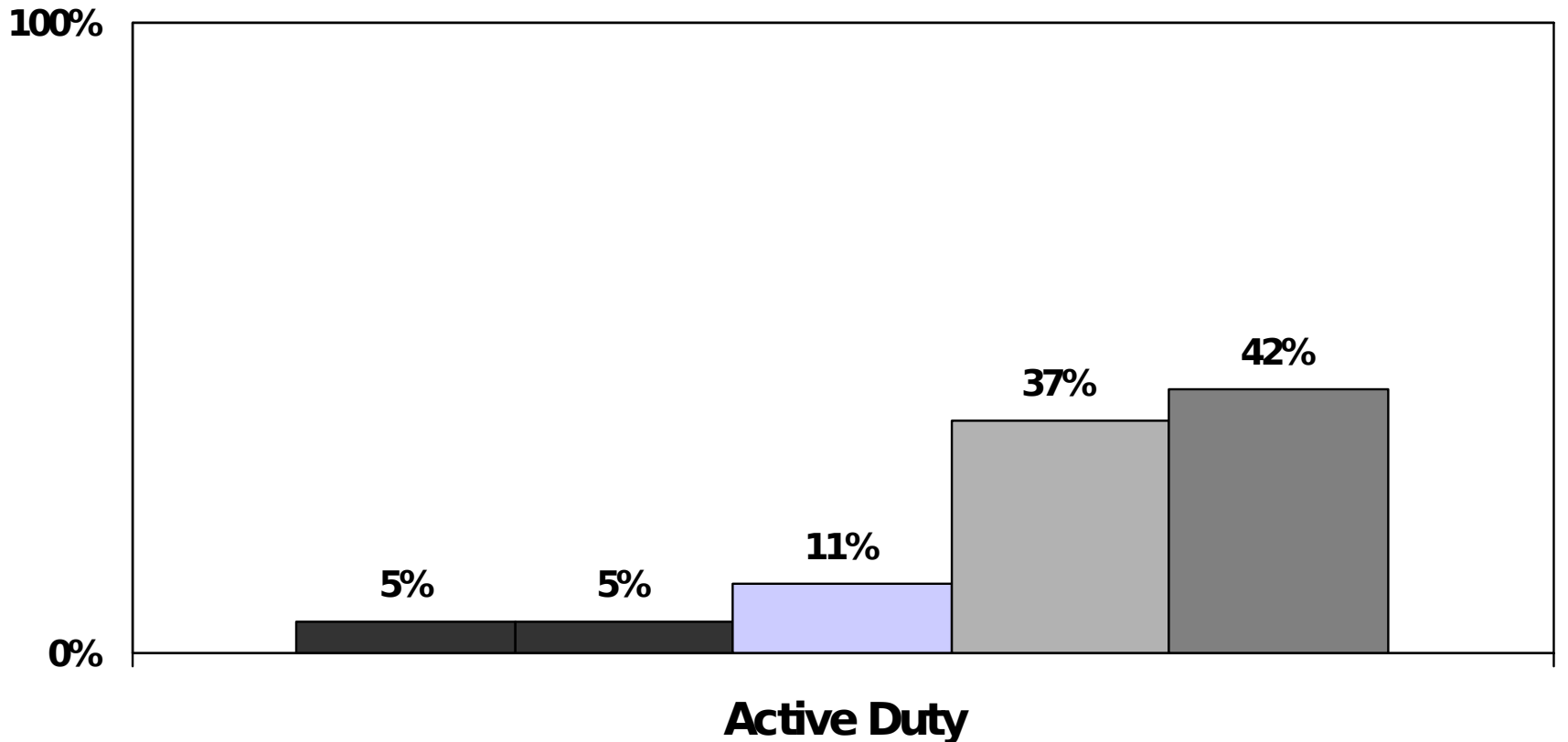
Area I - Uijongbu West

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	14%	1%	32%	48%
Digital photography	2%	4%	17%	22%
Computer games	4%	2%	11%	17%
Participating in music/theater	8%	6%	2%	16%
Picture framing	8%	0%	2%	10%
Trips/touring	3%	5%	0%	8%
Rubber stamping/memory books	2%	0%	6%	7%

*Top 7 special interest activity preferences ranked by overall participation.

DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

Area I - Uijongbu West

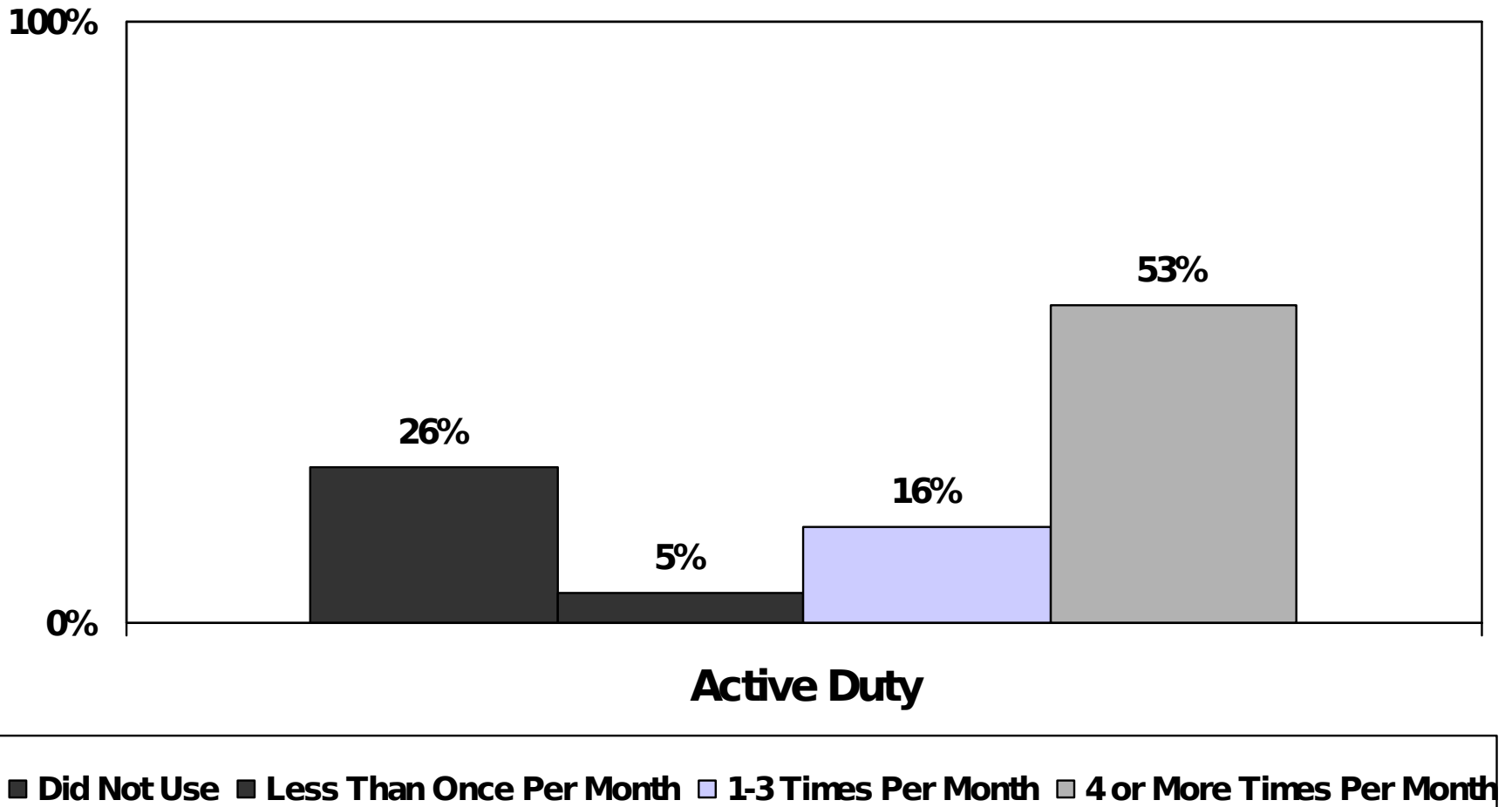


■ Not Important ■ Slightly Important ■ Moderately Important ■ Important ■ Very Important

DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME

INSTALLATION

Area I - Uijongbu West



CAREER INTENTIONS: ACTIVE DUTY

Area I - Uijongbu West

Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	12%
Probably will not make military a career	6%
Undecided	19%
Probably will make military a career	15%
Definitely will make military a career	48%

NEXT STEPS

Area I - Uijongbu West

□ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

□ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)